

A large, stylized sun graphic in shades of orange and red, positioned behind the word 'India'.

India

3rd Annual

FEST

Your Gateway to India



**VENDOR PACKAGE
2011**

ABOUT INDIA FEST

The Festival

India Fest is a one-day festival showcasing South Asian food, art, fashion, music, dance and culture. India Fest is a free, family-oriented event that will take place in the heart of downtown Calgary at Shaw Millennium Park from 11:00 am to 5:00 pm on Sunday, August 28th, 2011.

Festival Vision

- ❖ To boost awareness and appreciation of South Asian culture, and to promote multicultural understanding among fellow Canadians
- ❖ To provide a platform for artists in traditional and contemporary spheres of South Asian music, dance, film, theatre, art, literature, poetry, cuisine, arts & crafts

Festival Mandate

The mandate for India Fest 2011 is to support Child Haven International in their mission to build a girls dormitory in Tamil Nadu, India. India Fest donated a portion of festival proceeds to the Calgary Women's Emergency Shelter in 2010, and to the Calgary Homeless Foundation in 2009.



VENDOR BENEFITS

India Fest is a premium branding opportunity for your business. Host a vendor booth at India Fest, and your business will:

- ❖ Be noticed by thousands – in past years this event has attracted more than 7,000 attendees, and this year promises to be bigger and better
- ❖ Gain exposure to a diverse group of Calgarians - families, young adults, and the South Asian community
- ❖ Demonstrate a presence as a strong community stakeholder through this multicultural festival



GUIDELINES

VENDOR BOOTHS

- Allocated 10' X 10' area
- One 8' X 3' table in each 10' X 10' area
- Two chairs
- Logo listing in event program

VENDOR TENTS

- You can bring up to a maximum 10' x 10' tent to cover your table
- If you would like us to provide a tent for your booth, please add \$200 to your participation level

PARTICIPATION LEVELS

- Artisan, Home-Based & Non-Profit \$225
- Retail Business \$325
- Food/Beverage/Corporate Business \$525
- Food vendors to provide handwashing sink (as per CRHA regulations)

A separate **\$100 per table** deposit in the form of a post-dated cheque (August 28, 2011) is a mandatory requirement and must accompany this Registration Agreement.

Deposits will be voided for those vendors that comply with the Festival's safety and environmental policies, set up & take down within prescribed time frame and ensure all trash and debris are removed from vendor area at the end of the day. Fines will be applied for non-compliance and will be deducted from this deposit.

We thank you in advance for your cooperation.

REGULATIONS

Any type of structure at your booth must have valid fire retardant documentation showing that it has been treated in accordance to fire safety laws.

We ask that you please pick up ALL garbage at the end of the day and use your space allowance responsibly & courteously.

DEADLINES

All vendors are accepted and approved on a first-come basis. If you haven't already done so, please submit your completed Registration Form and payment along with deposit cheques to guarantee participation!
No applications will be accepted after August 1, 2011.

REFUNDS

Refunds will not be issued under any circumstances.
As this is an outdoor festival, it will go on rain or shine.

PAYMENT

Please make all cheques payable to **Padma Patel/Events by Design**, and submit with this a completed registration form and signed Exhibitor agreement to:

Padma Patel
Events By Design
28 Coach Gate Court SW
Calgary, Alberta T3H 1Z6

For additional information about India Fest 2011 please contact **Lata Patel 403-249-1656** or **Kanta Patel 403-993-1685** or visit **www.indiafestab.com**



India Fest 2011 Vendor Registration Form

Company Name: _____

Contact Name: _____

Title: _____

Address: _____

City: _____

Province: _____

Postal Code: _____

Phone: _____

Cellular: _____

Email: _____

Brief description of products or services you will be promoting (please include promotional items you will give away, e.g. water bottles, keychains etc.):

Please fill your chosen category below:

Artisan, Home-based & Non-Profit

\$225 x ____ Number of booths = \$ _____

Retail Business

\$325 x ____ Number of booths = \$ _____

Food/Beverage/Corporate Business

\$525 x ____ Number of booths = \$ _____

Please fill if you would like India Fest to provide a tent:

\$200 x ____ Number of tents = \$ _____

Amount of Cheque Enclosed \$ _____

Amount of Deposit Cheque (\$100/table) Enclosed \$ _____

INDIA FEST 2011 EXHIBITOR AGREEMENT

1.) Event Producer Events By Design will:

- a) Host India Fest 2011 on August 28, 2011, at Shaw Millennium Park, open to the public from 11:00am through to 5:00pm.
- b) Provide for exhibitor's use a 10' X 10" space with one 8' X 2' table (banquet) positioned on an allocated area at the park which will be closed to vehicles during this time. The producer reserves the right to designate table assignments and to modify them if deemed necessary.
- c) Produce and distribute promotional material for the event including posters and brochures and will provide media with public service announcements.

2.) The Exhibitor will:

- a) Pay the producer the appropriate sum as defined in the registration form and dependant on date registered for each space and table required;
- b) Provide display equipment, tents, sinks as required;
- c) Release Events by Design and the City of Calgary from any liability for any damages, loss, theft, breakage or injury to property or persons;
- d) Complete all necessary forms and provide full payment upon registration to validate this agreement;
- e) Unload and load at the requested times of 8:00am and 5:00pm respectively, and shall adhere to parking instructions. Exhibitors may not dismantle before 5:00pm;
- f) Keep area clean and tidy with extra stock and personal items stored under tables, behind the skirting out of public view;
- g) Agree to abide by the rules and regulations of Calgary Health Region as they pertain to the handling of food;
- h) Include a photocopy of the certificate of completion of the Food Safety Course and a completed Special Event & Trade Shows Application Form along with their registration form if the participant is selling food;
- i) Supply their own garbage containers and clean their own trash at the end of the day if they are selling or giving away any food items;
- j) Sign the bottom of the Registration form and consider that form the producer's copy of the Exhibitor's Agreement form. The exhibitor will keep the Exhibitor's agreement (this form) for his / her reference.

3) Both the exhibitor and the producer must sign the Exhibitor Agreement. The agreement will become effective upon receipt of the completed Registration Form with full payment, dated at the time of registration.

4) There will be no refunds. The producer will not be liable for refunds or any liabilities whatsoever if the festival is disrupted due to acts of God, strikes, statutes or any case beyond the producer's control.

5) This is an outdoor event, rain or shine and the producer will not be held responsible for shelter, alternate indoor sites or alternate dates in the case of inclement weather.

Signed on this day _____ at Calgary, Alberta:

Exhibitor

Events By Design